

# Marketing Information Directory

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Marketing Research Association, 409 N. Franklin Ave., Chicago, IL 60610 . 312-222-0079

## INDEX SECTION

## JANUARY-DECEMBER

1981

## ITEMS 001-591

This index lists topics discussed in articles which have been annotated by *TMIG* during 1981. Accompanying each topic is the item number by which the reader can find a specific annotation. the numbers contained in each issue are as follows:

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